

1 9. (Once Amended) An apparatus comprising:
2 a storage unit;
3 a central processing unit configured to receive customer data relating to a
4 current customer; and
5 a purchase advisor neural network stored in the storage unit and
6 configured to respond to the customer data received by the central processing unit
7 and identify a sales promotion for the current customer, wherein the response of
8 the purchase advisor neural network for future customers is selectively adaptable
9 by the central processing unit in response to customer data.

1 17. (Once Amended) A method of dynamically identifying sales opportunities for
2 purchases of items by customers from an inventory of items, the method comprising:
3 training a purchase advisor neural network that generates an output set of
4 item identifiers comprising sales opportunities for purchases of the items;
5 providing the trained purchase advisor neural network with customer data;
6 generating a sales opportunity output for a current customer with the
7 trained purchase advisor neural network in response to the customer data, the
8 output including one or more item identifiers that identify items in the inventory;
9 selecting a set of item identifiers from among the sales opportunity output
10 generated by the purchase advisor neural network as potential purchases from the
11 inventory of items; and
12 selectively adapting the response of the purchase advisor neural network
13 for future customers in response to customer data.

1 23. (Once Amended) A method of dynamically identifying a sales opportunity for
2 a customer, the method comprising:
3 receiving customer data relating to a current customer;
4 generating with a purchase advisor neural network a sales opportunity
5 output for the current customer in response to the customer data; and